

CLAIMS

1. (original) A method in a network of data processing systems for optimizing the efficiency with which a serial electronic publication is distributed to subscribers, said method comprising:

electronically transmitting a first issue of a serial electronic publication to a subscriber;

determining whether said first issue has been opened by said subscriber; and

electronically transmitting a second issue of said serial electronic publication to said subscriber only after determining that said first issue has been opened.

2. (original) The method of claim 1, wherein:

said step of electronically transmitting said issue comprises electronically transmitting said issue to a client data processing system associated with said subscriber; and

said step of determining whether said first issue has been opened comprises receiving a status update from said client data processing system indicating that said first issue has been opened.

3. (original) The method of claim 2, wherein:

said method further comprises storing a subscriber status in accordance with said status update, in response to receiving said status update from said client; and

said step of determining whether said first issue has been opened is performed with reference to said subscriber status, such that said subscriber status enables said determination to be performed without communicating with said subscriber after said first issue has been transmitted.

4. (original) The method of claim 3, wherein:

said method further comprises determining that a publication time for initiating distribution of an issue of said serial electronic publication has been reached; and

said step of determining whether said first issue has been opened is performed in response to said determination that said publication time has been reached.

5. The method of claim 3, wherein:

said step of transmitting said first issue comprises transmitting a hypertext transfer protocol (HTTP) cookie to said subscriber with said first issue; and

said step of receiving said status update comprises receiving a cookie response from said subscriber indicating that client software has been utilized to open said first issue.

6. (original) The method of claim 3, wherein said step of receiving said status update comprises receiving, at a server data processing system, a hypertext transfer protocol (HTTP) function for storing said subscriber status.

7. (original) The method of claim 2, further comprising:

determining that a publication time for initiating distribution of an issue of said serial electronic publication has been reached; and

automatically transmitting a status request to said subscriber in response to said determination that said publication time has been reached;

wherein said step of receiving said status update comprises receiving, from said subscriber, a status reply that corresponds to said status request and comprises said status update.

8. (original) A data processing system with facilities for transmitting a serial electronic publication to subscribers efficiently, said data processing system comprising:

a push engine that electronically transmits a first issue of a serial electronic publication to a subscriber; and

a status manager that determines whether said first issue has been opened by said subscriber, and that allows said push engine to transmit a second issue to said subscriber only after determining that said first issue has been opened.

9. (original) The data processing system of claim 8, wherein:

said data processing system comprises a server data processing system;

said push engine transmits said first issue to said subscriber by transmitting said first issue to a client data processing system associated with said subscriber;

said server data processing system includes an input module that receives a status update from said subscriber; and

said status manager determines whether said first issue has been opened by reference to said status update.

10. (original) The data processing system of claim 9, wherein:

said server data processing system comprises storage for storing a subscriber status that corresponds to said status update in response to receipt of said status update; and

said push engine determines whether said first issue has been opened by reference to said subscriber status, such that said subscriber status enables said determination to be performed without communicating with said subscriber after said first issue has been transmitted.

11. (original) The data processing system of claim 10, wherein:

said server data processing system includes a timer that indicates when a publication time for initiating distribution of an issue of said serial electronic publication has been reached; and

said push engine determines whether said first issue has been opened in response to said indication of said timer.

12. (original) The data processing system of claim 10, wherein:

said push engine transmits a hypertext transfer protocol (HTTP) cookie to said subscriber with said first issue;

said status update comprises a cookie response received from said subscriber; and

said cookie response corresponds to said HTTP cookie and indicates that client software has been utilized to open said first issue.

13. (original) The data processing system of claim 10, wherein said status update comprises a hypertext transfer protocol (HTTP) function, received at said server data processing system, for storing said subscriber status at said server data processing system.

14. (original) The data processing system of claim 9, wherein:
said server data processing system includes a timer that indicates when a publication time for initiating distribution of an issue of said serial electronic publication has been reached;
said status manager automatically transmits a status request to said subscriber in response to said indication of said timer;
said input module receives a status reply from said subscriber that corresponds to said status request; and
said status reply comprises said status update.

15. (original) A program product for efficiently transmitting a serial electronic publication from a server data processing system to subscribers, said program product comprising:
a push engine that electronically transmits a first issue of a serial electronic publication from a server data processing system to a subscriber; and
a status manager that determines whether said first issue has been opened by said subscriber, and that allows said push engine to transmit a second issue to said subscriber only after determining that said first issue has been opened; and
a computer usable medium encoding said push engine and said status manager.

16. (original) The program product of claim 15, wherein:
said push engine transmits said first issue to said subscriber by transmitting said first issue to a client data processing system associated with said subscriber;
said computer usable medium also encodes an input module that receives a status update from said subscriber; and
said status manager determines whether said first issue has been opened by reference to said status update.

17. (original) The program product of claim 16, wherein:
said computer usable medium also encodes instructions for allocating storage in said server data processing system for storing a subscriber status that corresponds to said status update;

said status manager stores said subscriber status in said storage in response to receipt of said status update; and

said push engine determines whether said first issue has been opened by reference to said subscriber status, such that said subscriber status enables said determination to be performed without communicating with said subscriber after said first issue has been transmitted.

18. (original) The program product of claim 17, wherein:

said server data processing system includes a timer that indicates when a publication time for initiating distribution of an issue of said serial electronic publication has been reached; and

said push engine determines whether said first issue has been opened in response to said indication of said timer.

19. (original) The program product of claim 17, wherein:

said push engine transmits a hypertext transfer protocol (HTTP) cookie to said subscriber with said first issue;

said status update comprises a cookie response received from said subscriber; and

said cookie response corresponds to said HTTP cookie and indicates that client software has been utilized to open said first issue.

20. (original) The program product of claim 17, wherein said status update comprises a hypertext transfer protocol (HTTP) function, received at said server data processing system, for storing said subscriber status at said server data processing system.

21. (original) The program product of claim 20, wherein:

said server data processing system includes a timer that indicates when a publication time for initiating distribution of an issue of said serial electronic publication has been reached;

said status manager automatically transmits a status request to said subscriber in response to said indication of said timer;

said input module receives a status reply from said subscriber that corresponds to said status request; and

said status reply comprises said status update.